LEO BURNETT U.S.A.
OFFICE MEMO

DATE: 3/7/95

To:	Traci Grieme	- 7		Ron White	- 18
	Yaskary Reyes	- PMCo.		Jack Parker	- 18
				Michelle Rauscher	- 18
				Maria Hechavarria	- 18
				Stacy Mason	- 18
				PRINT SERVICE	**- 18**
cc:	Susan Fraser	- 7		Jennie Mitchell	- 19
	Mike Rolfes	- 7		Sylvia Cruz	
	Monica Gadsby	- 10		**ACCOUNT GROUP**	**- 19**
	LBCo. MEDIA				
	Jean Feist	- 4			
From:	John Alvarez	- 10			

Re: Philip Morris U.S.A.
Hispanic Consumer Magazine Additions/Changes

Please issue revised copy instructions and adjust the contract(s)/estimate(s) to show the following addition(s):

MAGAZINE	BRAND	ISSUE/SPACE	POSITION	INSERTION COST
HISPANIC	MAR	APR/SPREAD	2CSP	$21,857.00
CRISTINA		MAY/PAGE	BACK COV.	3,600.00
TV Y NOVELAS		APR 4/PAGE	BACK COV	3,040.00
MECANICA POPULAR		JUNE/PAGE	BACK COV.	1,000.00
MARIE CLAIRE	✓	MAY/PAGE	BACK COV.	1,520.00

Comments:

Philip Morris schedule to be revised shortly

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MPMMMAG

Source: https://www.industrydocuments.ucsf.edu/docs/rzxn0004